WHAT IS CLAIMED:

1.   A method for designing a customized user interface comprising:

categorizing a user population into groups using qualitative and quantitative models; and

applying said models into interface design, interactive testing, and system deployment.

2.   The method according to claim 1, wherein the step of categorizing a user population into groups using qualitative and quantitative models is based upon Categorize-Describe-Model (CDM) methodology.

3.   A method for designing a customized user interface comprising:

categorizing at least two users;

validating targeted user behaviors and preferences;

capturing emergent behaviors and preferences;

tracking design requirements and implementations;

accommodating diversity in performance and preference during interactive testing; and

customizing a user interface design to each of the at least two users.

4. The method according to claim 3, further comprising incorporating said user interface into a graphical user interface (GUI) of a sales and billing negotiation system.

5. The method according to claim 3, further comprising incorporating said user interface into a telephone system.

6. The method according to claim 3, further comprising incorporating said user interface based a on graphical user interface (GUI) provided on the Internet.

7. The method according to claim 3, further comprising incorporating said user interface into an interactive graphic user interface (GUI) system.

8. The method according to claim 3, further comprising incorporating said user interface into an automated teller machine.

9. The method according to claim 3, further comprising incorporating said user interface into a computer operating system.

10. The method according to claim 3, further comprising incorporating said user interface into a television programming interface.

11. A method for designing a customized user interface comprising:

categorizing a user population into distinctive groups in which said users' behaviors are described;

modeling said categorized user population using Categorize-Describe-Model (CDM) methodology;

documenting and validating pre-determined user characteristics as indicated by initially grouping characteristics, including targeted behaviors and preferences, derived through said CDM methodology;

capturing new user characteristics that emerge;

simultaneously tracking design requirements and implementations on both micro and macro levels;

accommodating variability and diversity in performance and preference during iterative testing by integrating user-customization into a design by creating a user-profile in which the users select various navigation preferences and information display choices that can be applied throughout the interface; and

wherein a customized user interface is developed as an end-product.

12. The method according to claim 11, further comprising incorporating said user interface into a graphical user interface (GUI) of a sales and billing negotiation system.

13.   The method according to claim 11, further comprising incorporating said user interface into a telephone system.

14.   The method according to claim 11, further comprising incorporating said user interface based a on graphical user interface (GUI) provided on the Internet.

15.   The method according to claim 11, further comprising incorporating said user interface into an interactive graphic user interface (GUI) system.

16.   The method according to claim 11, further comprising incorporating said user interface into an automated teller machine.

17.   The method according to claim 11, further comprising incorporating said user interface into a computer operating system.

18.   The method according to claim 11, further comprising incorporating said user interface into a television programming interface.